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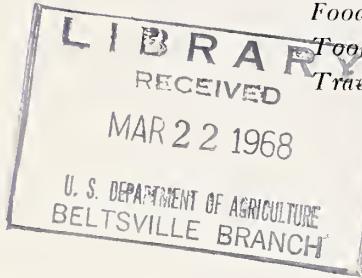
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AGRICULTURAL MARKETING

MARCH 1968—VOL. 13, NO. 3

MULE TRAIN—
A CELERY PACKING MACHINE



Personnel Spotlight on FOOD STAMP OFFICER-IN-CHARGE

A TRIP TO THE GROCERY store is an everyday thing for John Wingo—husband, father, and Officer-in-Charge of the Washington, D. C., Consumer Food Programs office of the U.S. Department of Agriculture's Consumer and Marketing Service.

In fact, John may visit several grocery stores every workday because a big part of his job is seeing that the Food Stamp Program in his area runs smoothly. He and his C&MS field staff authorize local food stores to take part in the program.

This unique program, begun in D.C., July 1, 1965, enables low-income people to get more and better food at retail food stores for about the same amount of money they regularly spend for food.

By visiting the local public welfare office and applying for food stamps, a low-income family, on public assistance or not, may be certified eligible for food stamps.

After they buy the stamps, at food

stamp issuance offices, sometimes these are banks, they can spend the stamps just like money for food at most grocery stores or supermarkets.

A typical day for John begins at the office where reports, memos, and mail get him off to a bustling start.

Once out of the office, John's pace quickens as he makes person-to-person contact with food store operators. About 400 food stores in his area take part in the program, serving some 25,000 food stamp recipients.

John sees and talks with as many as possible of the people who run supermarkets and corner grocery stores. His visits help to make sure that customers and store employees understand and follow the Food Stamp regulations.

He makes frequent visits to food stamp customers to answer questions and help solve problems. But his field work doesn't end there. He keeps in close touch with the Food Stamp certification office of the D.C.

Welfare Department.

A "must" on his route is continued contact with all persons interested in improving the Food Stamp Program in his area, like the Food Stamp Advisory Committee, a group of government and community action people, and the Food Stamp for Health Committee, which sponsors educational programs for neighborhood leaders and recipients.

While the Food Stamp Program demands a major part of his time and attention, John also works on other USDA food programs in the District of Columbia, including School Lunch and School Breakfast.

During his regular visits with food store proprietors, he also explains USDA's Plentiful Foods Program. He urges grocers to use plentiful foods in floor displays and advertising features.

About his job, which he has held since April, 1965, John says "You can see the results of your work in the immediate benefit to a number of people."

Cover Story

A country shipping point inspector may find himself riding a mule train—inspecting celery for quality on this packing machine which operates right in the field. See page 10.



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THE COMING YEAR IS fraught with financial storm warnings for the livestock industry. How fast and furious the storm develops may well depend on the voluntary restraint that producers exercise in their production and marketing practices.

Specifically, restraint is needed to avoid the temptation to hold livestock to heavier weights. "Overfeeding" livestock to heavy weights leads to:

**DRASTICALLY REDUCED FEED CONVERSION EFFICIENCY

**DEPRESSED PRICES BECAUSE OF INCREASED MEAT SUPPLY

**REDUCED RETAIL VALUE BECAUSE OF FATTER LIVESTOCK

Here's the problem. In past years when feed grains were plentiful and relatively cheap—the same situation that now threatens—the following chain of events has occurred:

Cheap feed grains prompted producers to overfeed and to increase the number of livestock on feed.

By feeding to heavy weights, farmers actually cut their net returns because of slower, more costly gains.

Overfeeding also tended to put more fat on the carcasses—lowering the actual retail value, which influences the producer's return.

The combination of (1) too much livestock, (2) too many heavy carcasses, (3) increased feed and other costs, and (4) the lower value of wasty carcasses has meant an economic hurricane in terms of lower prices to the livestock producer. This applies to cattle, hogs, or lambs.

Here are the facts on which we base this current storm warning:

***Production of feed grains this past year reached a record high—tonnage was 12 percent higher than 1966. Prices of feed grains are sharply lower.

***The livestock/corn ratio this year—similar to that in 1960, 1962, and 1966—is one sign of a financial storm brewing for the livestock producer.

Low feed grain prices, combined with current livestock prices, are producing a livestock/corn ratio

1,442 pounds—and rose even faster during the last few weeks. It is those "few weeks" which can wipe out profits fast and then some!

***The demand for meat from heavyweight livestock is limited and easily saturated. Consumer preference makes retailers look for Choice grade beef carcasses weighing under 700 pounds—from slaughter cattle not over 1,100 pounds. Heavy weights are discounted when the number of such carcasses increases—whether the product is cattle, hogs, or lambs.

***Much of the weight added to an 1100-pound Choice slaughter steer is excess fat, which must be trimmed. An additional 300 pounds can reduce the yield of salable meat by 11 to 12 percent of carcass weight and thus reduce the actual retail value by more than \$4 per hundredweight on a liveweight basis. An additional 50 pounds on a 200-pound hog would cut carcass yield of major lean cuts by 3 percent—reducing the live value at least \$1 a hundredweight. An extra 20 pounds on a 100-pound lamb may decrease the carcass yield of retail cuts by as much as 5 to 6 percent and the live price by nearly \$3 per hundredweight.

But the basic fact facing the livestock producer this year is the simple, age-old storm warning: OVERPRODUCTION BRINGS LOW PRICES.

In his own interest, the producer should exercise restraint this year to avoid the storm brewing on the horizon.

It is in the best interests of both consumers and producers that livestock prices not hit a catastrophic low. Oversupply and low prices this year mean short supplies and higher prices later on for the consumer. Higher prices tomorrow, however, won't help the producer who didn't weather the storm today.

A continuing supply of meat about equal to consumer needs and the absence of drastic price fluctuations contribute to a healthy industry and benefit the total economy.

The author is Director, Livestock Division, C&MS, USDA.

STORM WARNINGS FOR LIVESTOCK INDUSTRY

*Producers—
Overfeeding can
bring a low price
this year!*

By John C. Pierce

favorable to feeding—a feeding ratio similar to that in the last half of 1960 and 1962 and the first half of 1966. These three periods were followed by an average of almost 10 percent more fed beef production the next six months. Thus, if producers react this year like they have in the past, we can expect a substantial increase in production in the first half of this year.

***For every 1 percent increase in fed beef supply, fed cattle prices tend to drop between 1 and 2 percent. Imagine a 10 to 20 percent drop in fed cattle prices this year! Prices of other species are, of course, also adversely affected by increased production. For example, a 1 percent increase in the pork supply generally results in about a 3 percent decrease in prices.

***At the University of Illinois a 308-day test feeding period for yearling steers showed a rapid decline in efficiency when feeding to heavy weights. Costs and feed requirements more than doubled during the last half of the period as weight increased from 1,114 to

THE CHANGING TRANSPORTATION SCENE



"Piggyback" transport of products has increased almost 500 percent in the past 10 years.

STRETCHING HER FAMILY's "food dollar" traditionally has been a goal of the American housewife. Since marketing costs account for two-thirds of the food bill, the U.S. Department of Agriculture wages a continuing battle to hold down these costs, including transportation which is about an eighth of total marketing costs.

Someone must bear the transportation costs, and, in varying proportions, they are split between producers and consumers. Promoting efficiency and economy in distribution, so the price spread between producer and consumer can be narrowed, is the objective of the transportation services program in the Transportation and Warehouse Division of USDA's Consumer and Marketing Service.

C&MS transportation specialists continuously study developments in our transportation system and how they affect farmers and the general public — especially changes and innovations that can reduce cost and shipping time.

However, before these cost-reducing changes can benefit producers and consumers, transportation rates must be correspondingly reduced. Working toward this objective is the major contribution of C&MS transportation specialists.

One recent development in transporting agricultural products is "containerization"—a handling and transport technique utilizing a big box or container. It includes many combinations of transport modes, such as trailer-on-flatcar and con-

tainer-on-flatcar, which can be moved by rail, highway, water or air. By integrating these various means of transportation and utilizing the inherent advantage of each, containerization has cut costs considerably.

Containerization is growing fast, though still a small part of all agricultural shipments. It results in lower costs, fewer product losses, and faster movement.

For many commodities its principal form is "piggyback," which offers an opportunity to improve the transport of products from farm to market and from processing plant to consumer outlet. Figures compiled by the Association of American Railroads show that revenue-producing piggyback carloadings increased from 249,065 in 1957 to 1,162,731 in 1966, an increase of almost 500 percent in 10 years. Each car carried one or two trailers or containers. Information is not available as to the quantity of agricultural products included in these figures. However, the quantity is substantial. For example, C&MS figures, although not in exactly comparable units, show that 43,828 carlot equivalents of fresh fruits and vegetables were shipped piggyback in 1966.

Another variation of containerization, developed by USDA's Agricultural Research Service and still experimental, is the multipurpose van container. It is a flexible unit which can move fresh fruits and vegetables, as well as frozen and non-frozen perishables and dry cargo,

C&MS transportation specialists study developments in our transportation system and how they affect farmers and the general public.

By James Lauth

from farm to market. Besides reducing the cost of transporting these products, the multipurpose features of the container help avoid empty backhauls and idleness. It can carry freight by highway, rail, water, and air in moving products to market. A prototype, 40-foot version of the van is now being built under a USDA research contract.

Air freight illustrates the recent emphasis on the rapid transport of agricultural products, especially perishables. From 1965 to 1980, the projected annual growth of air freight is a phenomenal 20-25 percent. The impetus will come from new planes that can do more than one kind of transport job and will haul bigger payloads.

The primary advantage of air freight is speed. Vine-ripened strawberries picked one day in California can be marketed the next day on the East Coast — and European markets are only a few hours more

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away. This means better, more flavorful produce for the consumer even though it may cost a little more.

Progress in the evolution of new equipment, especially aircraft, has been spectacular. "Quick-change" jets can be converted from all-passenger to all-cargo in less than a half-hour. They will haul passengers

during the day and cargo at night. Moreover, the era of the jumbo jets is almost upon us. The largest planes now in service can carry up to 60 tons; jumbo jets, like the B-747, will lift from 100 to 150 tons.

A development in rail transport is the large covered hopper car. Carrying up to 100 tons of products in bulk, it lowers the railroad's costs and rates to shippers through "incentive" rate-making and other pricing innovations.

"Unit-trains," or trains of 100 cars or more, are another cost-saving innovation. They are moved as a unit from origin to destination without stopping at intermediate yards along the way. Although their cars travel empty on return trips, railroads say unit-trains have brought "unprecedented rolling stock utilization and correspondingly lower costs."

A recently proposed plan for use of the unit-train, supported by C&MS, is the "rent-a-train" plan. Its rate structure, like that of the hoppers, is based on lower costs stemming from increased utilization of freight cars and should reduce the cost differential between shipping by rail and water.

For the volume shipper, "rent-a-train" promises considerable savings

over present rates. It would enable landlocked producers to enter international markets — and huge volumes of products grown far from a navigable waterway to become more fully competitive with those grown near the river which enjoy access to low-cost barge transportation. One major grain exporter has announced plans to construct three new inland export grain terminals which will provide facilities to handle the volume required to make year-round use of the "rent-a-train" practical.

Two planned innovations in water transport are the Lash (lighter aboard ship) and the Seabee (seabarge) ships. Using the same principle as containerization—loading the vehicle at a domestic inland point and unloading it at an overseas inland point — they will reduce product handlings and speed ship loading and unloading, thereby lowering transport and handling costs and transit times. Both systems will permit agricultural products to be loaded in bulk at domestic inland points and moved to overseas inland points without going through an elevator at the ocean ports.

C&MS must keep abreast of these and other developments in order to affect the adequacy and cost of transportation to agricultural producers and consumers.

STATE MARKETING ACTIVITIES

A new 38-foot boat plying the Mississippi River will speed shipments of grain. The boat is owned by the *Illinois Department of Agriculture*, the State inspection agency licensed by the U.S. Department of Agriculture's Consumer and Marketing Service to perform grain inspection and sampling services in the East St. Louis area of the great river. The boat will permit the sampling of grain barges without removing them from their tow. This new procedure will avert the delay that usually occurs when a barge is taken from its tow and then must wait for another. In some instances the delay can be as much as 15 days.

The National Association of State Departments of Agriculture recently opened an office in Washington, D.C., to serve as the liaison between NASDA and the various Federal departments having coordinated programs with the States. The office is located at 1522 K Street, N.W., and the telephone number is (Area Code 202) 223-4377.

William Stanwood Cath, formerly manager of the Harbor Square Southwest Washington apartment development was named Executive Secretary for the Washington office. He has served as assistant director of the Michigan Food Dealers Association, as agricultural counsel with the Michigan Chain Store Council, and as field representative, regional supervisor, and administrative assistant in the Plant Industry Division of the Michigan Department of Agriculture.



Containerization permits movement by many forms of transport — rail, highway, water, or air — taking maximum advantage of each.

Federal-State Cooperation:

MARKET NEWS—A BIG JOB

By George R. Grange

Cooperation is a traditional way of life in America. Historically, people banded together — in a spirit of cooperation — whenever the job to be done was too big for one person — or for one group.

Building barns, clearing land, often harvesting crops were common community projects in early settlements — because they were jobs just too big for one farmer.

This spirit of cooperation is still in evidence. One of the best examples of cooperation today is in market news — a 53-year-old program which provides up-to-the-minute information — on prices, supply, demand — to everyone who markets agricultural products.

From the very first days of market news, this valuable service has been a product of teamwork — teamwork between government and industry, between buyer and seller, between the U.S. Department of Agriculture and State departments of agriculture.

The Federal-State Market News

Service is administered nationwide by USDA's Consumer and Marketing Service, in cooperation with 43 of the 50 States.

Market news reporters in more

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than 200 locations across the Nation gather marketing information and disseminate it to farmers, buyers, sellers, shippers, processors, and retailers — so that everyone marketing agricultural products has the facts necessary for decision-making.

This information is gathered from those who trade in agricultural commodities, and here also is the spirit of cooperation evident. A recent C&MS survey found that 39 out of every 40 persons asked to provide information for market news reports cooperated fully — 97.5 percent cooperation.

Other examples of USDA-industry cooperation in market news

abound.

Private industry often spends its own funds solely for the purpose of gathering information for release by the market news service. The Nation's railroads consolidate — at their own expense — information gathered from 968 railroad stations and report directly to our fruit and vegetable market news men.

Similarly, major meat packers collect data from all their packing-houses — daily — and give this information to livestock market news reporters.

To provide complete supply reports of western Iceberg lettuce, the vacuum cooling plants provide market news reporters with complete information about the quantity moving through these facilities. This information is correlated with railroad shipment data so that the total volume of movement by rail and truck is available to the industry for use in making marketing decisions.

Since market news is of vital in-

STATES WITH COOPERATIVE MARKET NEWS AGREEMENTS

STATE	DAIRY & POULTRY	FRUITS & VEGETABLES	GRAIN	LIVESTOCK	TOBACCO	COTTON*
Alabama	X	X	X	X		
Arizona		X				
Arkansas		X	X	X		
California	X	X	X	X		
Colorado	X	X				
Connecticut	X	X				
Delaware	X	X	X	X		
Florida	X	X		X		
Georgia	X	X		X	X	X
Hawaii	X	X	X	X		
Idaho		X				
Illinois			X	X		
Indiana	X	X				
Iowa	X		X	X		
Kentucky	X	X	X	X		
Louisiana	X	X	X	X		
Maine	X	X				
Maryland	X	X	X	X		
Massachusetts	X					
Michigan	X	X				
Minnesota	X	X				
Mississippi	X		X			
Missouri	X	X	X	X		
Nebraska	X					
New Hampshire	X					
New Jersey	X	X				
New Mexico		X				
New York		X				
North Carolina	X	X			X	X
Ohio	X					
Oklahoma				X		
Oregon	X	X	X	X		
Pennsylvania	X	X				
Rhode Island	X	X				
South Carolina					X	X
Tennessee					X	X
Texas	X	X	X	X		
Utah	X		X	X		
Vermont	X					
Virginia	X	X	X			
Washington	X	X		X		
West Virginia	X	X				
Wisconsin	X	X	X			

* Although USDA has no cooperative agreements as such in cotton market news, these States perform cotton fiber tests under cooperative agreements. The results of these tests are used in cotton market news reports — both by USDA and by the States.

terest to farmers and needs to be made as widely available as possible, most of the States cooperate in doing the job. Federal-State cooperative agreements are the means by which this is done.

Cooperative agreements take many forms — depending on the needs of the local market. Under these agreements, the degree of participation by the Federal or State department is determined.

Sometimes, the State and C&MS share all costs equally. Sometimes, the State provides all costs, with C&MS providing a teletypewriter connection — for instantaneous price information from anywhere in the Nation. And sometimes, the State provides clerical staff to aid a Federal market news man.

A market news reporter might be either a State or a Federal employee — or his salary might be shared by C&MS and by a State department of agriculture. Either way, he is a competent, dedicated public servant whose duty is to act as the "eyes and ears" of agricultural marketing.

The degree of participation by either C&MS or by the State is determined largely by the importance of the market. In a major market — where trading affects national interests — C&MS usually pays the bill. But in a market where trading is of primary interest locally, the State generally pays the bill. In markets of regional significance, State and Federal Governments usually share the cost.

Because of this widespread cooperation between tradesmen and the government, and between State and Federal agencies — this Nation has the world's best market news program. And because the American farmer and marketer have the best marketing information available, market news has helped our billion-dollar marketing complex become the world's most efficient and economical.

The big job we have to do — to carry out an effective nationwide program of providing valuable, up-to-date information to anyone marketing agricultural products — is possible only through continued and even better cooperation.

Americans are Peanutty

Every day Americans consume about 3 3/4 million pounds of peanuts — here are some interesting facts and recipe ideas.

MOST EVERYBODY likes peanuts, but relatively few of the millions of American consumers who eat more than 7 pounds of peanuts every year know much about their origin and continuing growth in popularity.

Peanuts first arrived in North America from Africa in colonial times. The name "goobers" was African for "groundnuts," and peanuts are so called in several countries because they are produced underground. Designated by Congress as a basic crop, peanuts have come a long way since their introduction to America. The 1967 crop was slightly above the previous year's record of 2.4 billion pounds, and 28% above the average year's output. And the 1967 yield per acre, estimated at a record 1782 pounds, is 82 pounds above a year earlier. Naturally, such big crops mean big business for peanut growers. Last year, for instance, farmers produced over a quarter of a billion dollars worth of this product.

More than 60% of each year's crop in this country is for human consumption, with the balance used for seed, animal feed, and oil. Annual food uses for peanuts are as follows: peanut butter, 50%; salted peanuts, 20%; candy, 15%; roasted in the shell, 7%; and 8% for other

food uses, including peanut butter sandwich crackers and peanut oil.

Every day Americans consume about 3 3/4 million pounds of peanuts. These figures are based on farmers' stock nuts, or in-the-shell, the way farmers take them to market. Peanuts are rich in energy. One pound of these nuts provides the energy value of two pounds of beef, 1 1/2 pounds of Cheddar cheese, 9 pints of milk, or 3 dozen medium-sized eggs.

The leading peanut-producing States are Georgia, North Carolina, Alabama, Texas, Virginia and Oklahoma. Of course, surrounding States produce some peanuts, but in smaller quantities than these States.

The peanut industry this year has set aside March 6-16 as "National Peanut Week." In connection with this celebration, and the Easter holidays in April, consumers may want to try this dish:

Combine peanut butter with apricots, coconut, honey and orange juice. Whip some heavy cream and fold into peanut butter mixture. Spread on graham crackers to make a double decker sandwich. Then frost the sides and top with additional whipped cream to make a miniature torte. Refrigerate to let cream set and allow flavors to blend. Garnish with whole peanuts.

PICTURE OF A FOOD STAMP CAMPAIGN

D.C.'s Southeast Neighborhood Advisory Board sponsored a poster contest as one project to promote the Food Stamp Campaign.

I SEE THAT YOU have a full bag today," says one food shopper to another.

"That's because I went to the Food Stamp office," comes the reply. "Now my family can eat much better."

So goes the dialogue in a four-color drawing depicting two women in a supermarket, arms filled to overflowing with food items.

The scene was sketched by ten-year-old Robert Ward, a fifth grader at Nichols Avenue School, who was one of the three winners in a Food Stamp Poster contest in the Anacostia-Congress Heights area of Southeast Washington, D.C.

Other winners were Karen Hutchinson and Harriet Allen, both 11 years old, who like Robert, know the value of food stamps and put it in drawing.

Of the 83 children who competed from seven Anacostia schools in the poster contest, all three winners were from Nichols Avenue School.

The contest was sponsored by the Southeast Neighborhood Advisory Board as one project in a campaign to promote the Food Stamp Program.

A number of agencies cooperated to launch the drive which had the blessings of Vice President Hubert H. Humphrey.

The Vice President revealed his keen interest when he suggested a concentrated effort in specific areas of the District of Columbia to promote the Food Stamp Program and to increase the number of families using food stamps.

"The Food Stamp Program," said the Vice President, "offers one of the best opportunities for low-income families to help themselves. It is not a handout program. Instead, it allows needy families to buy stamps which increase their purchasing power — and, in this way, to obtain an adequate diet of nutritious food."

He indicated the Southeast Food Stamp Campaign had his full support.

Using the theme "Get Your Fair Share," workers in the Southeast Food Stamp Campaign made door to door visits, urging residents to stop by the Food Stamp Campaign office to be certified to get food stamps.

Sound trucks made periodic tours of the community, and several Washington radio stations broadcast campaign announcements. Newspaper releases and flyers also were widely used.

About three weeks into the campaign nearly 800 people had visited the office of whom 450 were certified eligible. When the campaign started, only 950 families in Anacostia and Congress Heights were enrolled in the Food Stamp Program.

Volunteers assisted the staff of the Welfare Department and provided babysitter service. A roving certifi-

cation officer moved from place to place in the area on different days, and at the campaign office certification of eligible persons was done on the spot.

Community and government agencies that co-sponsored the Southeast Food Stamp Campaign were the D.C. Department of Public Health, Department of Public Welfare, Department of Recreation, National Capital Housing Authority, Family and Child Services of Washington, Southeast Neighborhood Development Program, Congress Heights Neighborhood Development Program, United Planning Organization, St. Phillips Community Center, Washington Welfare Association, USDA's Consumer and Marketing Service and Anacostia Neighborhood Museum.

If the Anacostia drive is successful it will be repeated in other parts of the Nation's Capital City, in order to more nearly reach all eligible families.

Fifth graders Harriet Allen and Robert Ward show off their prize-winning poster entries.



NEW TOOLS FOR FEEDING MANKIND

Research and modern technology are providing tools for improving the quality of national diets—a fact which has tremendous implications for farmers, governments, and hungry people all over the world.

NEW TOOLS FOR feeding mankind more adequately are coming from laboratories around the world.

Secretary of Agriculture Orville L. Freeman cited some of these developments in a talk at the Biennial Conference of the United Nations Food and Agriculture Organization.

"The engineers have developed more efficient means of synthesizing ammonia, the basic ingredient of nitrogenous fertilizers," the Secretary said.

"This means that the *technology* is available to manufacture these fertilizers at about one-half the cost of those produced today. This fact has tremendous implications for farmers—and their governments—and for hungry people all over the world."

He discussed new varieties of wheat and rice that will far outyield traditional varieties if properly managed.

Wheat developed by the Rockefeller Foundation in Mexico is being rapidly multiplied throughout the Middle East-South Asian region from Turkey to India. Millions of acres have been planted for harvest next spring.

"From present indications, it would appear that never in history has a seed strain spread so rapidly and successfully to other countries," Mr. Freeman commented.

"In the matter of rice, I would like to pay tribute to the International Rice Research Institute, established in 1960 in the Philippines by the Ford and Rockefeller Foundations and the Philippine Government. Exciting new varieties from IRRI at Los Banos are now being tested, adapted and multiplied in more than a score of major rice-growing countries."

"Exciting" was also his word for "the longer term prospects for genetically improving the protein

quality of cereals by breeding more and better protein into the plant permanently rather than adding it synthetically in what must be a continuing process.

"Researchers at Purdue University in my country have found a gene in corn that will do this, a gene with a high lysine link.

"They are confident that it can be integrated into commercial corn."

Of the importance of protein, Secretary Freeman said, "We know that malnutrition, particularly *protein* shortages, in the early years of life reduces the potential for mental as well as physical development.

"We know that food shortages of today are depreciating the human resources of tomorrow for at least a generation to come. Those who are mentally disadvantaged by environmental factors cannot provide the caliber of leadership which the future requires."

He pointed out, "Today the world has the amino acids necessary to improve the quality of national diets, and we have the technology for the fortification process. Partial fortification of wheat or rice with lysine now is economically feasible. It is being done on a limited scale, and it is crucial that it be done much more widely."

He suggested goals for individual nations to accept or reject, modify or revise:

"A reasonable goal for fortification might be that all emergency shipments of wheat and corn flour be fortified by 1969, and that all imports of wheat and all wheat products in large urban milling centers in developing countries be fortified by 1970, and that by the end of next year substantial progress be made in fortification of rice."

"A tentative goal of 1 billion more cups of protein beverage per day by 1970 might be appropriate."

KICK A PEANUT AND IT DANCES

A happy, sprightly, new sound emerges when a harpsichord, piccolo, violin, and bassoon play together. If the music kicks some peanut drawings, the peanuts dance. And if the peanuts are hand-drawn directly onto a strip of clear 35mm film, the U.S. Department of Agriculture gets an entirely new, low-budget, color film.

USDA's Consumer and Marketing Service produced the one-minute public service spot announcement for the Plentiful Food Program in 1967. The spot—called "Peanut Dance"—is used by C&MS' Information Division during the special March peanut promotion.

PAMPHLET DESCRIBES F&V MARKET NEWS

Market news reports on supplies, demand, and prices for fruits and vegetables can help you make your marketing decisions. "The Market News Service on Fruits and Vegetables," Marketing Bulletin 39—a newly revised pamphlet published by the U.S. Department of Agriculture's Consumer and Marketing service—describes the kinds of market news reports available and how to get them. It also explains terms used in the reports and lists terminal market and shipping point market news offices throughout the United States. Fruit and vegetable market news is part of the Federal-State Market News Service administered by C&MS in cooperation with State Departments of Agriculture or other State agencies. Single copies of MB 39 are available free on request from the Office of Information, U.S. Department of Agriculture, Washington, D.C. 20250.

In Florida, the inspector checks the quality of packed celery on a mule train...



...and tests processing quality of citrus juice in the laboratory.



TRAVELING MAN *By Eugene R. Pheil*

Country shipping point inspectors help get good quality fruits and vegetables to market, to the processing plant, and to the consumer.

JACK JONES WINTERS in Florida, spends a few weeks in Georgia in May, then heads for the Eastern Shore of Virginia and Delaware in June. By July 4th, he's usually in Michigan.

It's pretty pleasant weather most of the way, but Jack isn't just following the weather—he's following a job.

In Florida, Jack may start out in late fall riding a mule train — that's a celery packing machine that operates right in the field. Workers in the field harvest the celery and put it on conveyors that move it onto the mule train. Automatic equipment cuts the celery to proper length, and workers on the mule train pack it into crates. Jack's job? He inspects the celery for quality.

Jack's a country shipping point inspector of fruits and vegetables, licensed by the Consumer and Marketing Service, U.S. Department of Agriculture. In Florida, he's employed by the Florida State Department of Agriculture, under a cooperative agreement with C&MS.

Celery growers and shippers pay



Then he may inspect potatoes in Alabama (left) or carrots in a packing plant in Maryland.



for Jack's service when he's working on the mule train. It makes a big difference to them when they can tell a prospective buyer they have official certification that their celery is U.S. Extra No. 1, U.S. No. 1, or U.S. No. 2. Those are the U.S. grades for celery developed by USDA's Consumer and Marketing Service to help shippers and buyers know exactly what they're bargaining about — and the U.S. grade means a difference in quality and usually price to the eventual consumer, too.

Jack's next job after the celery assignment may be inspecting sweet corn, cucumbers, snap beans, lettuce, potatoes, carrots, or tomatoes. He may work a few weeks in the Sanford district and then in Pompano Beach, Immokalee, Zellwood, Belle Glade, or Homestead as the various crops come in.

The citrus season keeps Jack in Florida for the longest time — 5 to 8 months. He may start work in a packing plant inspecting grapefruit or oranges — and later, tangelos and tangerines. Each type of citrus has special qualities he must look for.

In the packing plant, he selects boxes at random as they come off the packing line so he can get representative samples. He checks each fruit in the sample for shape, color, maturity, disease, scars, dryness — and he cuts open a certain number of them to check for internal defects and taste.

Jack's examination has to be careful, but he must work fast to keep up with the pace in modern packing plants. Some of the larger plants in Florida, for example, pack 10,000 boxes of fruit a day. In plants of this size, Jack and three or four other inspectors will be busy certifying the grades of the fruit.

For the major part of the citrus season, Jack might inspect fruit for processing — 75 percent of Florida citrus is now processed as frozen concentrated juice, canned juice, chilled juice, or fruit sections.

In the processing plant, Jack works in a laboratory. Automatic sampling machines weigh out samples of fruit from 30-foot-long trailer

loads as the loads are dumped onto conveyors in the plant. The samples are automatically conveyed to the laboratory, and the juice is extracted by machine. Jack's tests of the juice determine its processing quality and what the grower gets paid for the fruit.

Inspection of all citrus and citrus products is required by State law in Florida, and of some fruits and vegetables in other States. But for the most part, inspection is voluntary and is made because the grower or shipper requests it.

When the citrus season in Florida ends, about the last of May, Jack moves to Georgia to work for the Georgia Department of Agriculture inspecting peaches. In June he may be employed by the Virginia or Delaware Department of Agriculture to inspect potatoes and various vegetables for the fresh market or processing.

And by July 4th, he's likely to be in Michigan for the cherry season.

Jack Jones is a symbol for more than 600 country shipping point inspectors on the East Coast who travel from State to State each year to help in the marketing of tons of perishable fresh fruits and vegetables.

Last season, of 550 inspectors working in Florida during the winter, about 450 later traveled to other States.

Some followed Jack's route. Some inspected potatoes in Alabama and a variety of vegetables for the fresh market or processing — from sweet-potatoes to carrots to peaches — in

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Georgia, South Carolina, North Carolina, Maryland, New York, and Pennsylvania. Some inspectors worked in the Midwest, checking tomatoes and other products for processing in Ohio, Indiana, Illinois, and Michigan. Others inspected apples in Virginia, West Vir-

ginia, New York, Maryland, and Delaware — or beets, beans and cauliflower in New York — or mushrooms in Pennsylvania and asparagus in New Jersey.

The traveling inspector has to be a pretty knowledgeable man: He may have to know the qualities and defects to look for in several fruits and vegetables, or in some instances up to 40 or more, and he's got to be a competent, impartial judge.

Growers and shippers of fruits and vegetables for the fresh market or for processing depend on his accurate inspection and grading so they can get a fair price for the quality of produce they have for sale.

Traveling inspectors are part of the force of about 4,200 men in the Federal-State Inspection Service operated nationwide by C&MS in cooperation with State departments of agriculture or other State agencies. Shippers and packers who want to have their produce inspected pay a fee, established by the State agency, to cover the costs of inspection.

C&MS Fruit and Vegetable Division helps supervise and train the Federal-State inspectors, and also helps the man and the job get together when seasonal peaks are over in one State and starting in another. The Washington, D.C. office acts as a central information bureau, coordinating the recruitment efforts of the State agencies and helping them to find the number of inspectors they need.

Some States use shipping point inspectors all year 'round — at inspection or other jobs — but many States need inspectors only for peak season work. And when a crop of fruits and vegetables is ready to harvest, they need help fast. That's where the traveling inspectors come in. It's not an easy job, but many young men travel the inspection circuit each year. Some inspectors have been on the job for 30 or 40 years.

They must take pride in knowing they're helping get good-quality fruits and vegetables to market, to the processing plant, and eventually to the consumer.

FROM BUTTER TO WHEY—dairy products earn their grades

For producers, marketers, and consumers, USDA grades are reliable guides for the quality of dairy products.

By Lyle R. Tweten

BUYING GOOD QUALITY dairy products becomes more important to consumers each year. To satisfy the needs and wants of their customers, manufacturers and producers are concerned with the quality of both their products and the ingredients that go into them.

For producers, marketers, and consumers, the U.S. Department of Agriculture (USDA) has official grades and standards — reliable guides to quality—for a number of dairy products — plus official grading services.

These voluntary, fee-for-service grading programs, developed and supervised by USDA's Consumer and Marketing Service, are most widely used for butter, Cheddar cheese, and instant nonfat dry milk.

There are four grades for butter — U.S. Grades AA, A, B, and C. These quality ratings are assigned on the basis of flavor, aroma, texture, and spreadability. The quality of milk from which the butter is made is also a determining grade factor because it relates to the quality of the finished product.

For Cheddar cheese, there are the same four grades; and, as with butter, all four may be used in wholesale trade, but only the top grades are used at the retail level. Only the cheese producer whose plant can pass USDA inspection and who can turn out uniform and dependable cheese may have the official USDA grade shield on his consumer packages. To rate the top grade, the cheese must have a consistently fine Cheddar flavor.

If instant nonfat dry milk meets the exacting USDA standards for quality and wholesomeness, it may carry the U.S. Extra Grade shield. This means that after laboratory tests and in-processing inspections it has been found to possess a sweet and pleasing flavor, a natural color,

and instant dissolvability. USDA inspectors check for moisture, fat, bacteria, scorched particles, solubility, acidity, and dispersibility.

There are four grades for Swiss (Emmentaler) cheese—A, B, C, and D. Like other dairy products, Swiss (Emmentaler) cheese may be graded at manufacturing plants, receiving and shipping points, or import and export points.

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There are also grades for dairy products such as regular nonfat dry milk, dry whole milk, dry whey, and dry buttermilk, which are used mainly as ingredients in other products, both dairy and non-dairy.

Dry buttermilk and regular nonfat dry milk, which are sold in bulk to producers of ice cream, bakery products, and some processed meat products, can be graded either U.S. Extra or U.S. Standard. The lower grade of Standard usually is the result of excess moisture or particles scorched from the drying process.

The grades of U.S. Premium, U.S. Extra, and U.S. Standard for dry whole milk are based also on flavor, odor, and appearance. And, like those for other dairy products, grade requirements for dry whole milk also include a maximum bacteria count. Bacteria limits are designed to ensure a safe product that has good keeping quality.

Dry whey — a by-product in the making of natural cheese — is tested for flavor, odor, appearance, the amount of butterfat and moisture, and the degree of solubility. It must have a good sweet taste to earn the U.S. Extra Grade. Whey of this top quality is desired by manufacturers

and is used as an ingredient in process cheese products and other foods.

USDA grades for dairy products should not be confused with the Grade A legend commonly seen on fluid milk. There is no USDA grade for fluid milk. Grade A on fluid milk is a rating assigned by a State or local agency, usually based on the "model code" established by the U.S. Public Health Service. This "model code" specifies sanitary requirements which farms must meet to produce "Grade A" milk and which processing plants must meet to bottle it. Other requirements for "Grade A" milk include a limit on the bacteria count, and, as set by local authorities, a minimum butterfat content.

Any city may adopt the Public Health Service's "code" or use it as a guide in setting up their own. Most cities have a health officer, and most States have a counterpart — and both usually have responsibilities for seeing that all requirements are being met. There are also periodic checks by a U.S. Public Health Officer.

For sour cream, cottage cheese, process cheese — or any other dairy products for which no official grade standards have been established — there is a USDA program of official quality approval. Such products may earn the "Quality Approved" rating, which is based on a USDA inspection of the product. To earn this rating, the product must pass inspection for wholesomeness and measure up to a specific level of quality. The "Quality Approved" shield may be used on retail packages.

If a producer, marketer, or consumer wants dairy products of high quality he may use official USDA grades as a dependable guide — they were established to serve all three.

Peace Bridge Symbolizes COOPERATIVE CONSUMER PROTECTION

Linking Buffalo, N.Y., with Port Erie, Ontario, the bridge has long been a witness to the activity which assures that only wholesome, safe food crosses this U.S./Canadian border.

THE PEACE BRIDGE, linking Buffalo, N.Y. with Port Erie, Ontario, has for forty years symbolized the longstanding friendships that exist between Americans and Canadians. It has also been for many of these years a witness to the cooperative spirit in which both countries go about the business of assuring that only wholesome and safe foods cross their common border.

One of the busiest consumer protection services at the Bridge is the meat inspection program of the U.S. Department of Agriculture's Consumer and Marketing Service.

Its inspector checks about 150,000 pounds of fresh and 100,000 pounds of frozen meat each week. Most of it is produced in Canada. However, some Australian beef and Irish pork enter the country by way of the Bridge. Also making its way across

at times is a Chinese style pork sausage processed in Montreal.

Many of the inspections by the C&MS Poultry Division are of a cabbage dish containing chicken and beef processed in Hamilton, Ontario.

Fresh fruits and vegetables cross the border in both directions. Many U.S. grown commodities destined for Canada must meet Canadian minimum standards. C&MS Fruit and Vegetable Division's inspectors in growing areas or in terminal markets determine compliance with the standards and issue certificates which permit entry into Canada. Conversely, USDA requires certification on certain fruits and vegetables coming into the United States from Canada. Required certificates issued by either country are checked at the bridge by the importing country's customs officer.

C&MS has worked closely with its Canadian counterpart in developing similar standards and procedures to facilitate trading and provide for consumer protection that is both efficient and effective.

Similar services, also in the area of consumer protection, are performed by USDA's Agricultural Research Service and the Food and Drug Administration.

In commemorating the 40th anniversary of the Peace Bridge's completion and what it has symbolized, it is worth remembering that the very C&MS consumer protection services that are quietly being performed every day in its shadows are just one link in a vast network throughout the United States. This network has been a keystone for even longer in safeguarding the wholesomeness of the Nation's food supply.

TAKE A TRIP WITH GENIE OF THE MARKET PLACE

New film gives high school girls some tips on food buying.

REMEMBER THE first time you had to shop for a full week's groceries? Maybe mother was busy so she asked you to do the shopping. Or perhaps you were a bride who had never seen the inside of a supermarket and you wanted a basketful of "just the right things."

Were you confident that you could find the best buys? Or did you wish that in some magical way you could become a genius in the market place? Then you would glide past the thousands of products confidently choosing exactly what you need and spend not a penny more than you had to.

"I don't know Grade A from Grade B," says Janet, the star of a motion picture produced by USDA's Consumer and Marketing Service. "How does Mom expect me to do the shopping?"

Janet has just arrived home from high school. She is studying a shopping list left taped to the refrigerator by her mother. "What am I going to do now?" asks Janet.

Well Janet is lucky. She finds a genius named Genie, or rather the Genie of the market place finds Janet.

The story that follows is an entertaining and informative trip behind the American food industry scene. Janet and the Genie tour many of the places where the foods you find on the market shelf are processed. Their trip has been recorded on 16-mm color film and takes 28 minutes. It is available free, on a loan basis.

Prints of the film are also on sale at \$80 each. Write to USDA, Office of Information, Motion Picture Service, Washington DC. 20250.



Import Inspection Trailer Saves Time

By Dr. G. J. B. Murray

WHAT is a Mobile Shipside Rapid Defrost Unit?

It is a way to lessen by as much as seven days the time it takes for imported boneless meat to get from dockside to retail stores.

Actually, it is a mobile meat inspection unit built into a regulation, 40- by 8-foot, tractor-type trailer. It greatly facilitates the inspection of imported meat, which is mandatory under the meat inspection acts.

It is a help to both the consumer who receives products more quickly and to the importer, required to provide facilities in which the Federal inspector can work, who can hire this trailer at a fixed rate per sample. The inspection process is now greatly simplified.

The inspectors randomly select samples from the frozen meat which arrives by ship. They open each cardboard carton, which contains a forty- to sixty-pound slab of meat, and cut out a twelve-pound section. They put the sample in a plastic bag and then attach it to a belt which slowly moves the meat through water heated to between 125 and 135 degrees in a tank around the interior of the trailer,

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the first of its kind with defrosting facilities.

Forty-five minutes later, they remove the sample for inspection. If passed, the meat is placed on refrigerated trucks which carry it to the processing plants. If rejected, the meat is returned to the shipper. Before the trailer was put into use in October, shipments of meat had to be unloaded and stored in freezer warehouses until inspectors could check on them at a later date.

Two inspectors can examine as many as 65 samples an hour. It is estimated that the trailer can be used to inspect samples from shipments accounting for 90 percent of the 70 million pounds of imported boneless meat which comes into the Los Angeles port each year—replacing the scattered facilities throughout the area, cutting handling and storage costs to a minimum, providing an entirely more efficient operation.

The \$20,000 unit can be towed from San Pedro to Long Beach, a distance of twelve miles, to reach any dock in the Los Angeles port. It is self-contained, needing only water from the dock.

The exterior of the trailer is anodized aluminum; the interior, stainless steel. An electric generator provides power for the lights, the band saw, the conveyors, a jet air curtain which keeps impurities out of the inspection area, and the heating units which warm the water in the defrosting tank.

The idea for the unit originated with two meat inspectors: Roy W. Plantz, the Los Angeles area officer in charge of Federal import meat inspection for the U.S. Department of Agriculture's Consumer and Marketing Service, which administers the Federal Meat Inspection Program, and James D. King, an import meat inspector. They took their idea to a private service contractor, an agent for the importers, who built the unit.

Similar trailers may be built for other ports receiving imported boneless meat if this one continues to prove satisfactory.

PACA Action Upheld by Supreme Court

THE U.S. SUPREME Court recently upheld the constitutionality of a U.S. Department of Agriculture order barring a New York produce firm from conducting its operations for two years because of "repeated and flagrant" violations of the Perishable Agricultural Commodities Act, a Federal fair trading law.

USDA's Consumer and Marketing Service had found in an investigation that the firm failed to pay more than \$250,000 for produce purchases, brokerage fees, and net proceeds realized on transactions between January 1961 and September 1964. Involved were 295 shipments of

fruits and vegetables, received from 29 shippers.

The order—barring the firm's operators from doing business under the Act for a two-year period or being employed by other PACA licensees for a one-year period—was appealed by the firm on constitutional grounds. A U.S. Court of Appeals upheld the order before it was further upheld—through denial of a petition to review it—by the Supreme Court.

In its appeal, the firm's operators had contended that they were relieved of their financial obligations to the shippers when discharged under the Federal Bankruptcy Act. The Appeals Court held, however,

that bankrupt persons aren't exempted from PACA disciplinary action.

The Appeals Court stated further that the PAC Act is designed to protect producers of fruits and vegetables and provide a measure of control over an industry that "presents many opportunities for sharp practices and irresponsible business conduct."

In its ruling, the Appeals Court pointed out that the employment prohibitions under PACA were important to public policy and welfare. It also stated that the Constitution doesn't guarantee an unrestricted privilege to engage in business or to conduct a business as one pleases.

THE STORY OF THE GALVESTON COTTON MARKET

Although Galveston is no longer a spot cotton market, it is still the Nation's main cotton export center.

By Paul R. Dickson

BORN Oct. 28, 1872; Died Sept. 8, 1967.

This is not an epitaph for an individual, but for an era — an era when cotton was King and Galveston, Texas, was a world-renowned cotton market.

Right after the Civil War, the Texas cotton trade was haphazard. Galveston was then the major cotton market and port in the State.

The railroads, which successfully linked the East with the West a few years earlier, posed a threat to Galveston as a major port. Stiffer competition resulted, and confusion and friction set in among members of the cotton industry, as Galveston's water transportation monopoly was threatened.

This threat, however, was met head-on by members of the cotton industry in Galveston. Twelve cotton merchants (known in the trade as "factors") in the area banded together and met on October 28, 1872, to discuss the idea of forming a cotton exchange.

Several months after this historic meeting, the Galveston Cotton Exchange was formally organized, on May 6, 1873. Initially, there was a membership of 20 merchants and brokers in the Galveston area. This number, though, increased to more than 150 in later years.

For years to come, cotton *WAS*

king and Galveston continued as a leading cotton market and export center. Cotton and brokerage firms flourished and increased, and exports reached the 1-million bale mark in 1891.

The early decades of the Twentieth Century brought even better times for Galveston. In 1915, it was designated by the U.S. Depart-

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ment of Agriculture as one of the seven original bona fide spot cotton markets. (A spot cotton market is a geographic location where actual sales of cotton are transacted.)

But times changed. Boat transportation, already challenged by the railroads, was challenged even more. Freight rates became more competitive. New interior and West Coast markets opened. New ports were established at Houston, Brownsville, Corpus Christi, and Texas City. Cotton production areas expanded into North and West Texas, New Mexico, Arizona, and to a budding new State called California. All of these factors affected the Galveston market.

The result was a complete change in the marketing structure and practices. Galveston merchants

opened new offices at interior markets, eventually closing their port facilities. Other merchants just quit.

Farmers found it less complicated to trade with local merchants and competition from the new Gulf port markets was felt in Galveston. Markets in production areas such as Dallas and Lubbock were soon in command and set the pace. The number of firms in the cotton buying business dwindled.

Leaner times were still to come. The middle decades of the Twentieth Century brought still fewer merchants. Finally there was only one active cotton merchant left in Galveston.

The end came in 1967. On August 1, the last remaining cotton firm closed its doors for good. On September 8, the Cotton Division of USDA's Consumer and Marketing Service deleted Galveston as a bona fide spot cotton market.

Today, only the ghosts of yesterday walk in the cotton houses on historic old Strand Street—"cotton row" in Galveston. Some of these houses can still be identified by their old signs readable on broken plate glass windows. The dusty skylights in the Cotton Exchange look down no more on busy trading and speculation. The Exchange's trading floor has been remodeled and is now a fraction of its original size. Where fortunes were once made and lost, now only the clatter of a typewriter breaks the tomb-like silence. Membership now stands at around 80, mostly related-industry members and out-of-town merchants.

Although Galveston is no longer a spot cotton market, it is still the Nation's number one cotton export center, exporting about 1/3 of all U.S. cotton annually.

One old timer described the plight of the Galveston market this way: "The port still keeps our stomachs full, but it's sure hard to swallow."

For many, changing times always are.

CONSUMER AND MARKETING BRIEFS

Selected short items on C&MS activities in consumer protection, marketing services, market regulation, and consumer food programs.

NEW INFORMATIONAL MATERIALS FROM C&MS

Here is the quarterly roundup of new informational materials issued by the U.S. Department of Agriculture's Consumer and Marketing Service.

The following publications have come off press since December 1967:

G-141, *How to Buy Fresh Fruits*; G-143, *How to Buy Fresh Vegetables*; FB-2111, *Judging and Scoring Milk* (revised); FB-1560, *Preparing Strawberries for Market* (revised); G-144, *How to Buy Eggs*; G-146, *How to Buy Beef Roasts*; MB-10, *Preparing Wool for Market* (revised); MB-39, *The Market News Service on Fruits and Vegetables* (formerly AMS-99); MIRR-804, *Estimation and Control of Experimental Error in the Falling Number Test for Wheat and Flour*; PA-70, *Know the Eggs You Buy*. Single copies of these are available free by postcard request from Office of Information, U.S. Department of Agriculture, Washington, D.C. 20250. Please order by number and title.

Other new publications are available free from Information Division, Consumer and Marketing Service, U.S. Department of Agriculture, Washington, D.C. 20250. They are AMG-58, *1968 Acreage Marketing Guides — Spring Vegetables and Melons*; AMG-59, *1968 Acreage Marketing Guides — Spring Potatoes*; C&MS-11 (1966), *Packaged Fluid Milk Sales in Federal Milk Order Markets by Size and Type of Containers, and Distribution Method—During November 1966*; C&MS-18 (1967), *Rice—Annual Market Summary 1967*; PMG-4, *1968 Turkey Marketing Guide*; TOB-40, *Tobacco Stocks Report as of October 1, 1967*; C&MS-58, *I'm Worth More*

Than You! Want More Foods? See Your Local Food Stamp Office (Food Stamp poster).

Two new television films and two radio spots are also available:

USDA Grades to Help You Choose, a one-minute color TV spot. Animated Grade "A's" suggest that viewers write to USDA and find out how they can use the grades to become better food shoppers.

The Doctor, a one-minute color TV spot. The Doctor's prescription for food shoppers' ailments: write for free information about how to use USDA grades.

Sophie Levitt — Food Stamp, a 12" LP with 13 1 to 3-minute radio-spots. Sophie advises thrifty families on how to buy and prepare food.

Sophie Levitt — Direct Distribution, a 12" LP with 12 1 to 3-minute radio spots. In addition to tips for thrifty families on buying and preparing food, Sophie suggests uses for the donated foods and offers some tasty recipe ideas.

Each is available to radio or television stations on a free loan basis from the U.S. Department of Agriculture, Radio and Television Service, Office of Information, Washington, D.C. 20250. Please include your ZIP code.

USDA FOOD GOES TO SNOWBOUND INDIANS

Southwest Indians, isolated and nearly buried in a pre-Christmas, 7-foot-deep snow in New Mexico and Arizona, welcomed packages of foods donated by the U.S. Department of Agriculture and arriving by airdrops, helicopters and trucks.

National Guard helicopters and a Geological Survey plane assisted the Bureau of Indian Affairs by flying in missions of USDA foods to Indians in remote hogans and small villages of the vast desert mountain region.

Some 8 carlots of USDA-donated foods were shipped to the New Mexico State warehouse in Albuquerque for additional food supplies. This shipment included 3 carlots of flour and 1 each of beans, cornmeal, canned chopped meat, rice and lard.

As soon as the main highways were dug out, trucks carrying 450,000 pounds of USDA foods from the Arizona State warehouse at Phoenix were able to roll into Window Rock, Winslow and Flagstaff for distribution to about 50,000 people on the vast Navajo reservation. Normally some 20,000 needy Indians on the reservation get USDA-donated foods in regular monthly distribution. The donated foods program is administered by USDA's Consumer and Marketing Service.

OUTDOORS USA

The U.S. Department of Agriculture has recently released its 1967 Yearbook of Agriculture. Entitled OUTDOORS USA, it covers a broad spectrum of subjects designed to appeal to everyone who has an interest in America's outdoors—practical, academic, economic, athletic or aesthetic.

Conservation and wise use of our resources is the thread which weaves all the articles together. As a conservation document, OUTDOORS USA naturally falls into four divisions: The Big Woods (forests and mountains), Water, Beautification, and The Countryside.

Attractively and informatively illustrated, the yearbook provides adventuresome reading on such subjects as: A Million Dollar Vacation in a Canoe, The Ski Patrol and Safety in the Snow, Adventures in Family Camping, How Our Cities Meet Their Water Needs, Golf Becomes the New Crop, and Careers in the Outdoors.

MARCH PLENTIFUL FOODS

Peanuts and peanut products are the Consumer and Marketing Service's main feature on the Plentiful Foods List for March shoppers. The crop is bigger than last year's record.

Other foods on the list are eggs, pork, milk and dairy products, potatoes and dry split peas.

On January 1, egg production was slightly ahead of a year earlier, and March output is also expected to be a little above last March. Milk output ran slightly under 1966. Cheese production last year was 14% above a year earlier, and butter about 11% above. January 1 storage stocks of potatoes from fall producing areas were record high. While production of dry peas was slightly above a year earlier, export prospects remain poor. March 1968 hog slaughter is expected to run 2 to 3% over last March.

ANOTHER LOOK AT U.S. RICE STANDARDS

In December 1967, *Agricultural Marketing* published an article, "Rice Standards — Revision for Progress," which detailed new standards for rough, brown, and milled rice to become effective Jan. 1, 1968. Since the article was published, one of the requirements in the new standards — that the moisture content permitted in all numerical grades of milled rice be reduced from 15 to 14 percent — was rescinded by the U.S. Department of Agriculture. The moisture requirement was rescinded to permit USDA's Consumer and Marketing Service to study the matter further.

C&MS said the lower moisture requirement was originally proposed to improve the keeping quality of milled rice. The rice industry, however, says milled rice keeps satisfactorily at the higher moisture level.

The previous moisture requirement for milled rice, therefore, will be retained. This provides that milled rice containing more than 15 percent moisture be assigned "U.S. Sample Grade."

MEAT INSPECTOR SAFETY HELMETS

Meat inspectors of the U.S. Department of Agriculture's Consumer and Marketing Service are now required to wear safety helmets when performing their official duties of making sure the meat supply is wholesome.

Inspector Leroy E. Larson, who works at a packing company in Billings, Mont., could give them a good reason why.

On Oct. 9, part of the cattle rail in the area in which he was working broke and fell. The piece of rail, 18 inches long, 3 inches wide and $\frac{1}{2}$ inch thick which weighed about 10 pounds, struck Mr. Larson on the front of his safety helmet with enough force to crack it.

C&MS officials believe that wearing the helmet prevented serious injury and possible death.

Just as the Federal Meat Inspection Program administered by C&MS is designed to give maximum protection to consumers, the official helmets are designed to give maximum protection to inspectors who must work in hazardous areas.

IT'S ALL IN THE GRADE

That's the message of USDA's Consumer and Marketing Service exhibit "Know the Eggs You Buy." Recently on display in New York City, the exhibit was manned by Joseph Kopmar, Officer-in-Charge of the C&MS New York Poultry Grading Branch. He is seen here instructing some interested housewives. This exhibit and others on poultry and eggs are available for showing at trade and professional meetings and State and county fairs. Send inquiries to Exhibit Service, Office of Information, USDA, Washington, D.C. 20250.



FOOD TIPS

—from USDA's Consumer and Marketing Service

If you think it's hard to judge the quality of foods you buy in the grocery store, let the U.S. Department of Agriculture grades for food help you. When you read a label, look for the shield-shaped grade mark.

You won't find a grade mark on all products. But the foods you are most likely to find carrying the shield are beef and lamb (U.S. Prime, Choice, Good), chicken and turkey (U.S. Grade A), butter (U.S. Grade AA) and eggs (U.S. Grades AA, A and B).

The grade shield means an expert government grader has certified that the product measures up to a definite standard of quality.

* * *

When you shop for grapefruit, look for firm, well-shaped fruit with thin skin, smooth texture, and yellow color. Pink varieties may show a reddish blush. Don't worry about scars or light-brown discoloration. They don't affect eating quality. Grapefruit which are heavy in relation to their size will be juicier and usually more flavorful. And remember, "seedless" varieties sometimes have a few seeds.

EXTENSION CONSUMER PROGRAMS HELP FAMILIES ACHIEVE GOALS

By W. J. Whorton

CONSUMER EXPENDITURES exceed \$1 billion a day.

- Installment buying exceeds \$66 billion a year.
- Eighty percent of all families use consumer credit.
- Personal bankruptcies increased 350 percent in the last 10 years.
- Leading consumer problems relate to poor management of dollars at the market, installment buying, large medical expenses, and high spending for commercial recreation.
- Financial trouble most often arises for families in the \$5,000 to \$8,000 income bracket.
- The very low-income families have perpetual problems they must be taught to deal with.

It's facts like these that help Cooperative Extension Service workers set priorities. It's facts like these that help Extension design special programs for target audiences.

Extension conducts programs to help consumers understand about changing product supplies, prices, and qualities and types of farm-produced goods. It teaches about factors affecting food prices at retail level and how these factors affect prices.

There are Extension programs to help consumers learn to get the most for the dollar. Also, to understand consumer rights and protection. Other points the programs emphasize are allocation of resources to achieve family goals and provide for financial security, and understanding the market system and market conditions.

Special target audiences include young families, senior citizens, and very low-income families.

A short course or series of meetings are often used to reach young families. An example is the Exten-

sion money management series for military families in Hawaii. The series features money management and contains 10 lessons. Subjects include use of credit, impulse buying, sales contracts, and principles of family budgeting. The series has been repeated 18 times to date. More than 600 military families have completed it.

Another example is a "Food for Young Families" program taught by the Minnesota Extension Service in 10 counties. Subject matter emphasized feeding families for the sake of nutrition — not just to fill them up.

*Through
varied activities,
the Cooperative
Extension Service
helps promote
objectives
of many
C&MS Programs.*

The series included sessions on ways to get more food for the dollar.

Extension consumer education programs for the very low-income are designed to help the families understand how to meld their private resources with the assistance provided by donated foods and through the Food Stamp Program to achieve an adequate nutritional level.

Such programs are being conducted in nearly all the States. Recipients of food assistance programs are taught to plan, buy, and prepare

low-cost nutritious meals. They are taught to compare values on fresh versus canned fruits and vegetables. They are taught to know which foods are in season; and how to buy eggs by size and grade. They are taught to cook vegetables to preserve the vital nutrients. These are just samples of items included in the training—the list of specifics could go on and on.

Many low-income people lack the education needed to get the most value for the dollar spent for consumer goods. They further lack the motivation and simple skills to use the goods wisely once they are purchased.

Direct intensive personal assistance has been the most effective way to help these families. To provide this kind of assistance, Extension employs about 360 subprofessional aides and supervises about 550 aides employed by other agencies. Extension has also trained more than 3,100 professionals and 3,200 aides employed and supervised by other agencies in the skills to help low-income families make better use of food assistance programs in 232 counties. In addition, Extension home economists have trained more than 6,000 volunteers who help low-income families with nutritional and housekeeping skills in 291 counties.

In addition to the time the aides spend helping recipients of food assistance programs, Extension workers devoted more than 85 man-years of time to them in the last 12 months.

Extension workers report that 465,000 families in 725 counties using donated foods were assisted. More than 343,000 families in 367 counties participating in the Food Stamp Program were helped.

Both the Food Stamp and Commodity Distribution Programs are administered by the U.S. Department of Agriculture's Consumer and Marketing Service.

Programs for senior citizens include subject matter on planning meals and buying for one or two people; preparing low-calorie meals; selection and fitting of clothing for older women; living on a smaller income; food fads, facts and fallacies.

Consumer educational programs have been emphasized since the founding of the Cooperative Extension Service more than 50 years ago. In addition to special programs for target audiences, Extension conducts educational programs for consumers regardless of economic status or age level.

Extension in 1966 mounted a nationwide week-long "Calling Consumers" program to call consumers' attention to the services available

through Extension. Special programs, open house events, mass media releases, newsletters, and special mailings listing Extension work in consumer education were used by hundreds of county Extension offices. The "Calling Consumers" program was repeated in 1967.

Present trends give an idea of what the future holds. New products are coming on the market at an increasing rate. New services and other new alternatives for spending family income are increasing at an unprecedented rate. As these trends continue, Extension consumer educational programs to assure that families have sufficient information to properly manage their expenditures to achieve family goals will become even more important.

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Home economics program aide shows low-income homemaker how to use donated foods.



How to Buy EGGS



JUST IN TIME for egg shoppers! The U.S. Department of Agriculture's publication, "How To Buy Eggs," is ready to assist consumers who want to get the most for their egg money. The pamphlet is packed with helpful information about USDA's official egg grading program, egg quality, size, price, and valuable "egg tips" for the consumer.

The pamphlet, prepared by USDA's Consumer and Marketing Service, includes the following advice:

- * The official USDA grade shield certifies that the eggs have been graded for quality and size under Federal-State supervision.
- * Egg size refers to minimum weight per dozen.
- * Size and quality of eggs are not related — they are entirely different.
- * Shell color is determined by breed of hen and does not affect egg quality.

In addition, the booklet discusses the differences between the three consumer grades—Grade AA (or Fresh Fancy), Grade A, and Grade B; how prices vary according to egg size; nutritive value; and many other items.

For the latest information on eggs, write for your free copy of How To Buy Eggs, Home and Garden Bulletin No. 144. Address your request, preferably on a postcard, to the Office of Information, U.S. Department of Agriculture, Washington, D.C. 20250. Be sure to include your ZIP code.

OFFICIAL BUSINESS

Buying Eggs for Easter?

The dual use of eggs—as a symbolic decoration and as a major food—has its origin in the early history of mankind.

EASTER IS THE time for eggs. Children throughout the Western world look forward at Easter to baskets filled with brightly colored eggs and then enjoy the delicious meals and snacks which are made from the eggs afterwards.

The dual use of eggs — as a symbolic decoration and as a major food—has its origin in the early history of mankind. The egg was considered a symbol of the earth and life in pagan ceremonies celebrating the rebirth of spring. The introduction of eggs into Easter celebrations was probably a vestige of the earlier use, but soon eggs were adopted by early Christians as a symbol of resurrection.

Egg-throwing matches on Easter Sunday reportedly were traditional during medieval times in northern England, and the custom of rolling colored eggs on Easter Monday became popular in that area. The custom officially came to Washington in 1810, when Dolly Madison received permission to roll colored eggs down the slopes of the Capitol

grounds on Easter Monday. When the practice was stopped at the Capitol because of ground damage, the egg roll was transferred to the White House in 1878 at the suggestion of President and Mrs. Rutherford B. Hayes. This annual, now-traditional celebration has been continued at the White House.

Anyone planning to decorate eggs this Easter should learn to buy eggs by U.S. Department of Agriculture grade and size. Highest quality eggs are labeled USDA Grade AA (or Fresh Fancy) or A. These eggs are ideal for all purposes and are recommended for use as hard cooked eggs to assure you of the best product. USDA's Consumer and Marketing Service also grades eggs for size in addition to quality. The principal sizes are Extra Large, Large, and Medium — probably you will want a large-sized egg to decorate. Only eggs carrying the official USDA grade shield — either on the egg carton or on the tape sealing the carton — have been packed under close USDA supervision. Egg packers must request and pay for this C&MS service.

To hardcook the eggs, cover them completely with water in a pan. Bring the water to simmering and simmer for 20 to 25 minutes. Do not let the water boil. Then cool the eggs at once under cold running water.

The green discoloration that sometimes appears between the white and the yolk of a hard cooked

egg results from a chemical reaction between sulfur in the white and iron in the yolk. This discoloration is harmless, but unattractive. To help prevent it cook eggs at low temperature, avoid overcooking, and cool promptly.

After you have dyed the eggs (using one of the harmless food coloring dyes), you should store them in the refrigerator. While eggs are in the Easter basket, be sure to keep the basket away from hot places like radiators, etc. You should plan to eat the hard cooked eggs within one or two days.

To remove the shell from hard cooked eggs use the following method: Crackle the shell well before peeling; start peeling at the large end of the egg, placing the egg under cold running water if necessary to ease off the shell.

Hard cooked eggs can be used in many ways. Of course, deviled eggs or stuffed eggs are always enjoyable. Chopped hard cooked eggs are an essential ingredient in many casseroles — eggs with chicken, ham, tuna, mixed vegetables, broccoli, or carrots. You can use chopped eggs for sauces, salads, salad dressings, and sandwich fillings. Detailed recipes are contained in USDA's Agricultural Research Service publication "Eggs in Family Meals," Home and Garden Bulletin No. 103, which is for sale at 15 cents per copy by the Superintendent of Documents, Government Printing Office, Washington, D.C. 20402.

Eggs stuffed with crabmeat make a decorative platter.

